

# HOW TO READ PEOPLE LIKE A BOOK!

New "Plain English" book on Practical Psychology gives you a virtual "Roadmap" to people's hidden thoughts and emotions...unleashes the enormous personality power locked inside you this very minute!

See a remarkable change in your ability to handle yourself and others in 10 short days—or it costs you nothing!

## Like Being Able to Look Right Into Other People's Minds!

Think about it for a moment—If you have ever talked informally with a psychologist, chances are he left you awestruck. "Why, that man is a mind reader!" you probably exclaimed. "He seemed to know everything I was thinking." Well, the psychologist is neither a mind reader nor a magician. But he has one great power: He knows the secret places and hidden pathways of the human mind. And when you speak to him, it's like giving him a road map to the inner recesses of your brain and your spirit. He sees beyond your words, into your very soul.

Wouldn't it be marvelous if you had some of this power? Well, you do! It lies "asleep" within you, waiting for you to put it to work through simple principles of practical psychology. And now, at last, two eminent psychiatrists reveal the secrets you need to unleash this power. By explaining the workings of the mind in plain, everyday language.

## A Whole New World of Understanding and Control Opens Up to You!

Did you know, for instance, that a certain kind of fear is not a sign of cowardice, but of intelligence? Or that when a person accuses you unjustly, he may be secretly accusing himself? Or that daydreaming—far from being a waste of time—can sometimes prove extremely useful—if you know the right way to put it to work?

Or, as another example, do you remember the last time you had one of those days when "nothing seemed to go right"? You spilled your breakfast coffee...lost a five dollar bill...and ended the day scratching up a fender when you put the car in the garage.

Did you know that infuriating "accidents" like these are not really accidents at all? Actually, they are the result of a very orderly process of the human mind. You may say that these occurrences have put you in a "bad mood." But the fact is, the bad mood always comes first—even though you may not realize it!

Wouldn't it be wonderfully useful knowledge to understand how and why you get into these moods—and why other people do? You would quickly develop a stronger personality while you rid yourself of unnecessary concern and irritation over "little things."

At the same time, instead of being confused by the actions of friends and business associates, you could determine the real reason for what they do. Think of the enormous power this one advantage alone would give you...and how valuable this knowledge would be in deciding how you yourself should react to get them to do exactly what you want them to do!

Best of all—you can start using these hidden powers of practical psychology almost at once!

A new book, **DISCOVERING OURSELVES**, helps you bring out all these priceless gifts of understanding and controlling those around you—and more! Written in down-to-earth language by two eminent physicians, the book takes the discoveries of the great psychologists of our time—people like Freud, Adler, Jung and Horney—and presents them in plain English so you can make practical use of the science of psychology the very first evening you pick up this book!

For example—

## Skyrockets Your Drive, Will-Power, Self-Confidence!

How good are you at making decisions? Do you come to grips with your problems.

## WRITTEN BY EMINENT PSYCHIATRISTS

**DR. EDWARD A. STRECKER, B.A., M.A., Litt. D., Sc. D., M.D.** Dr. Strecker, Professor Emeritus of Psychiatry, University of Pennsylvania School of Medicine, is a well-known authority on psychiatry and author of many books on the subject.

**DR. KENNETH A. APPEL, A.B., D.Sc., Ph.D., M.D.** Dr. Appel, who now heads the Department of Psychiatry at the University of Pennsylvania School of Medicine, has helped thousands of successful men and women realize their true potentialities through his celebrated books on psychiatry.



and usually decide the right thing? What about difficult or unpleasant tasks? Do you "dig in and get them done"—or do you put them off? Do you always have the self-confidence you need? Do you have an uncontrollable temper? Or, when you get into an argument, do you find yourself tongue-tied—unable to tell your opponent what you really think until it's over and too late?

There is a simple psychological reason why many perfectly normal people fall prey to these weaknesses. But once you understand why these things happen, you can do something about them. You become a much stronger person—and your family, friends and business associates will sense it almost overnight.

As you learn to understand yourself, you understand others, too. For the first time you can see and understand the inner fires that burn within the men you know—the fires that burn within the women you know.

Step by step, you learn about child development, to help you understand the youngsters—what they need at every level, why they do the things they do, what they are likely to do next.

In business you learn how to cope with the shortcomings of your associates—now even to capitalize on these shortcomings.

We could go on and on—telling you how this marvelous "Plain English" book of practical psychology can be worth a thousand times its modest price to husbands and wives—salesmen—executives—office workers—teachers—people in all walks of life who are on their way up the ladder of success. How the valuable facts in this book can help in family life, in social life, in achieving sexual harmony. But you'll see for yourself when you read this wonderful-working volume entirely at our risk—with absolutely no obligation!

## PROFIT FROM THIS REVEALING "PLAIN ENGLISH" BOOK ON PRACTICAL PSYCHOLOGY. EXAMINE IT FOR 10 DAYS— WITHOUT RISKING A PENNY!

**DISCOVERING OURSELVES** was written by Dr. Edward A. Strecker and Dr. Kenneth A. Appel, both practicing psychiatrists. In this remarkable guide book they have swept away all the technical mumbo-jumbo in the science of psychology so they can tell you why people act the way they do in simple, everyday language.

The book itself is over 300 pages and costs only \$4.98 complete. It is filled with pictures and diagrams that make it as easy to follow the pathways of human thoughts and emotions as it is to read a simple map.

**BUT SEE FOR YOURSELF!** Mail the No-Risk Coupon now.

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